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PLANNING THE YEAR'S HOME DEMONSTRATION PROGRAM

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Extension Service Review

VOL. 2

WASHINGTON, D. C., JANUARY, 1931

NO. 1

Making Progress in Farm Economics

B. H. CROCHERON

Director, California Extension Service

THE depression in prices of deciduous fruits grows more severe. As the years go on more fruits are affected and prices generally sink lower. Not only this, but farmers have less stored capital and less credit with which to meet the situation. Gloom prevails through the deciduous-fruit regions of the State.

Many people act as though this were an unforeseen condition. They claim to be as surprised by the continued depression as though it had never been predicted or forecast.

As a matter of fact, Thomas Forsyth Hunt, late dean of the college of agriculture, went over the State in 1919 under the auspices of the agricultural extension service. He addressed large farm audiences, telling them that they might expect a steadily declining price level. He said it was not a time to expand plantings. One of his expressions was, "This is the best time in 30 years for farmers to get out of debt. It is the worst time in 30 years to get into debt." But people went on feverishly planting. Prices were high. Few took the warning seriously, although the far-sighted and earnest speaker addressed audience after audience until his strength was exhausted.

In January, 1925, another speaking campaign was started to warn the farm people. Statistics had been gathered, computations had been made, the facts were clearer. Over 200 addresses were delivered to as many audiences, urging curtailment of acreage, urging diversification in farming, and urging studies in

marketing. We know this is a fact, because we made those speeches ourselves. But prices for most crops, while not so high as in 1919, were still reasonably profitable. People listened politely, said the talk was interesting but gloomy, and went home. Nobody did anything about it. From that time to this the agricultural extension service has never ceased reiterating that the agricultural depression would be severe. Remedies were

erated from an address delivered to the farm advisers at their annual conference in 1925. These points are repeated because they stand the acid test of experience. We propose to keep right on working along these lines:

1. Teach the fundamentals of agricultural economics, its possibilities and limitations.

2. Emphasize the applications of sound economics to farm practices. Economics apply to individual farms with even

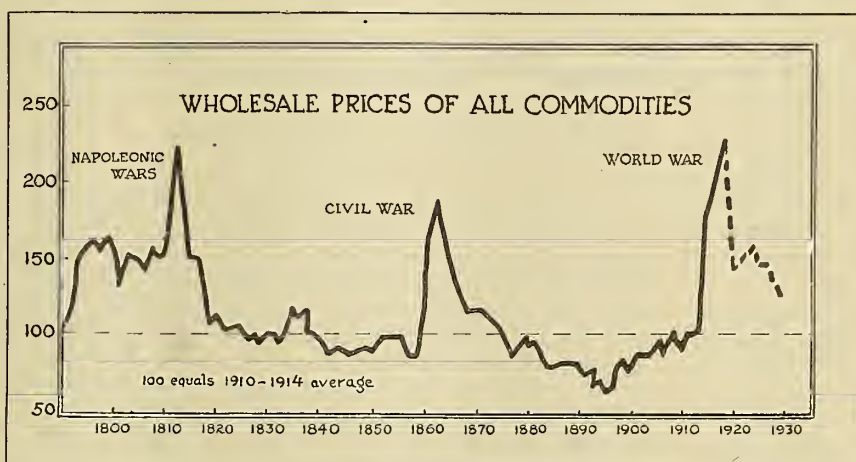
more force than to groups of farms. By which we mean, get farmers to study their farm management, including costs of production, and help them to make such studies when they desire help.

3. Advise growers who are interested in forming new marketing agencies whether their proposed plans are likely to succeed, as judged by previous experience. If not, help them to draw up amended plans, that they may have greater chances of success.

4. Assist existing marketing associations by pointing out to growers the

limitations and difficulties under which such associations are placed, so that they may not expect too much from such associations and will stand by them in times of discouragement. Help the co-operatives to realize their need of close cooperation and counsel with their members and, wherever possible, create opportunities for officials and members to meet together for mutual help.

5. Show farmers that the surest field for success is in good farming and in good farm economics. Speculative single-crop farming is not good farm economics unless the farm is so well financed that it has liquid capital to carry over the periods of inevitable depression. Diversified farming tends to eliminate such deep depressions as it also eliminates the occasional high peaks of success. By so doing it makes permanency possible on smaller capital. In



Beginning in 1919, this chart, without the dotted line, was shown to many farm audiences in California. It shows how prices have fallen suddenly after each war. Extension workers predicted that there would be a similar fall in prices after the World War. The dotted line shows the extent to which their predictions were fulfilled and how price fell after the World War from 1919 to 1930

proposed. A special bulletin was written about them (Calif. Agr. Ext. Circ. No. 18, April, 1928), and a long train of cars traveled about the State graphically depicting the situation.

The above history is related, not to say "We told you so," but in the hope that if similar warnings are issued in the future they will be heeded more generally than in the past.

Farm Economics Studied

Meanwhile the farm advisers diverted much of their work from problems of production to problems of economics. Farm advisers concentrated their teachings on five points, which are here reit-

general, proper diversification makes better use of both farm labor and capital.

Farm Board Assisting

Meanwhile a new force has come into the picture by the organization and subsidy of the Federal Farm Board. This governmental agency, equipped with large amounts of money and almost limitless authority, has stepped in to help solve the farm problem. It is forming great cooperative organizations and lending them large sums of money. Its agents are everywhere active at focal points of farm depression. Through this agency a new principle has been introduced—the destruction of the surplus. The Federal grape plan holds out great hope for the grape industry. Not to be outdone, the canners of peaches put a similar plan into effect and are financing the destruction of the peach surplus. If these plans can be made to work, they will offer a chance for us to get through this period of depression less painfully than otherwise. The plain fact is that we are growing more fruit collectively than our customers want at the prices

we want to charge. We must either (1) find new customers, (2) induce old customers to eat more, (3) destroy our surplus, or (4) submit to low prices. None of these things looks very easy or offers a very happy solution. They seem to be the only ones in view.

Meanwhile, not everyone is suffering. Some farmers, growing these same crops, are making money. They are the men on the best land who are getting high yields by means of their land and good methods. Furthermore, they have enough land so that if the profit per acre is smaller than formerly there is still enough margin to support the family. These fortunate farmers are more numerous than most people realize. They usually keep quiet, so are not easily manifest. The records in our office show, however, that they are not as infrequent as some people suppose. Many of them are willing to give large credit to the farm advisers whose counsel they have taken and whose work has resulted in the maintenance of many a farm family which would otherwise have failed.

Summer Courses for Negro Extension Agents Provided

Summer schools for negro extension agents will be held again. The trustees of the Julius Rosenwald Fund have notified the Office of Cooperative Extension Work, United States Department of Agriculture, that money from their fund has been made available for holding negro summer schools—\$15,000 for two schools in 1931 and \$12,000 for two schools in 1932.

With an allotment of \$20,000 from this fund for the purchase of laboratory equipment and the salaries of teachers, three schools for negro extension agents were held at Orangeburg, S. C., Nashville, Tenn., and Prairie View, Tex., during the summer of 1930. These schools were organized and conducted through the Extension Service of the United States Department of Agriculture in cooperation with the white and negro agricultural colleges in the Southern States. The schools were under the direction of E. H. Shinn and Mrs. Ola Powell Malcolm, both of the Washington office. Approximately 300 negro extension agents were enrolled.

Courses Given

Short unit courses, lasting from two to four weeks, were given in the following subjects: Agricultural economics, agricultural engineering, farm machinery, news writing, dairying, swine production, marketing, soils, crops and fertilizers, extension methods, rural social organization, home gardening and fruits, home beautification, cotton, poultry, foods, food conservation, rural sanitation, and home improvement. A special effort was made to have the courses simple, definite, and practical, so that they would adequately meet the needs of the agents. The schools in 1931 and 1932 will follow the same general plan as that used in 1930.

At a meeting of the trustees of the Rosenwald Fund the home demonstration workers made an exhibit of the work done in the schools during the summer of 1930. This exhibit attracted much attention, and for the most part has been moved to the trustees' office in New York, where it will remain indefinitely.

It is reported that the spirit and interest of both teachers and agents at these schools were unusual. The agents demonstrated their appreciation of the opportunity given them to attend these schools for better training by the earnestness with which they performed their various duties.

New Federal Farm Board Publications

THE Federal Farm Board announces that the following three publications, which were issued in November, 1930, may be obtained free of charge by requesting the Director of Information, Federal Farm Board, Washington, D. C., for copies of them:

Bulletin No. 1, *Fruits and Vegetables: Guide for Setting Up Local Cooperative Marketing Associations*, by Harry C. Hensley, senior economist, Division of Cooperative Marketing, 28 pages. In this publication definite suggestions are given which may be used as a guide in organizing local associations for the cooperative marketing of fruits and vegetables. The suggestions treat the entire process of organization, including making the preliminary survey, financial arrangements, marketing agreements, and meeting the requirements of the Capper-Volstead Act. The bulletin states that local associations established in accordance with these suggestions will be eligible to affiliate later with regional or national agencies which may be formed for the marketing of fruits and vegetables. There are seven appendixes, which give a model outline of survey, organization agreement, marketing agreement, articles of incorporation, by-laws, consent and waiver, first meeting of members, and minutes of first meeting of directors, and the Capper-Volstead Act.

Bulletin No. 2, *Practical Experiences in Feeding Wheat*, 14 pages, gives the

conclusions reached from recent studies on feeding wheat to livestock which have been made by 25 State experiment stations. These experiments were carried on with hogs, beef cattle, dairy cows, lambs, laying hens, and horses in every section of the country except New England. The results show that wheat and corn are practically interchangeable in livestock rations, but that in no case should wheat be fed without supplementary feeds. As wheat and corn are practically interchangeable, the relative prices of the grains should determine which can be fed more profitably at any particular time. Although the bulletin gives some complete rations, it recommends that the details for individual cases should be worked out with or obtained from the county extension agent or the State agricultural college.

Circular No. 2, *Grow Less—Get More*, 4 pages. This circular gives concisely the Federal Farm Board's reasons for stating that it is impracticable for the American farmer to attempt to compete in the world wheat market; that it is possible for him to compete in the world cotton market; and that in general there should be a closer regulation between production and potential consuming demand, which means decreased production of most farm commodities. The reasons are supported by pertinent facts and analyses of the relationship between total production and prices in former years.

Following Through with the Interstate Early Potato Committee

J. R. HUTCHESON
Director, Virginia Extension Service

THE year 1928 was a disastrous one for the growers of early potatoes in the South Atlantic States. However, the low prices received by potato growers from Florida to Maryland that year resulted in one worth-while development. It taught representatives of the Bureau of Agricultural Economics, extension workers, cooperative associations, and farmers in this territory that a different and much more intensive type of outlook work would be necessary if early potato production were ever to be stabilized. This realization eventually led to the organization of the interstate early potato committee.

I have been asked to state in as few words as possible just how this committee was set up and what it has accomplished to date.

The Problem

The total production of early potatoes in Maryland, Virginia, and the Carolinas in 1927 was 23,000,000 bushels, which sold for \$33,000,000. The growers in these same States produced 26,000,000 bushels in 1928, for which they received only \$11,000,000. This resulted for a time in complete demoralization throughout the early-potato-producing section. However, the Eastern Shore farmers are not folks who take a beating lying down. The officers of the cooperative exchange, farmers, bankers, dealers, and others realized that, since potatoes were their main source of income, something must be done to improve conditions before another year. They therefore got in touch with the State agricultural college and the State conservation and development commission and asked these people to make a survey and suggest some plan for bringing order out of chaos. The representatives of these organizations in Virginia got in touch with representatives of similar organizations in the other early-potato-producing States and made a rapid but complete survey. This survey indicated three things:

1. That the problem confronting the early-potato industry was a long-time problem.

2. That it was a regional problem.

3. That it was a problem which could be solved only by the closest possible cooperation between those who financed potato production, those who grew the potatoes, and those who sold the potatoes.

Stabilization Committee Becomes Active

These facts were presented to a mass meeting at Norfolk, Va., in the fall of 1928. This meeting was attended by farmers, bankers, seed dealers, fertilizer dealers, managers of cooperatives, independent dealers, and extension workers. Every phase of the potato-growing industry was discussed, and there was a unanimous demand for the setting up of an interstate potato committee to help stabilize production. Such committee was immediately set up, with the director of extension service in Virginia as temporary chairman. The membership of the committee was composed of a leading farmer, a leading dealer, the director of extension, and an alternate from each early-potato-producing State, two representatives of the Bureau of Agricultural Economics, and one representative of the Federal Extension Service.

This interstate committee began work immediately and set up subcommittees in each State to work along the following lines:

1. Advance market information and acreage stabilization.

2. Speculative credit stabilization.

3. Supplementary crops and enterprises.

4. Closer market coordination and improved marketing practices.

In order to correlate the activities in the several States concerned, the extension

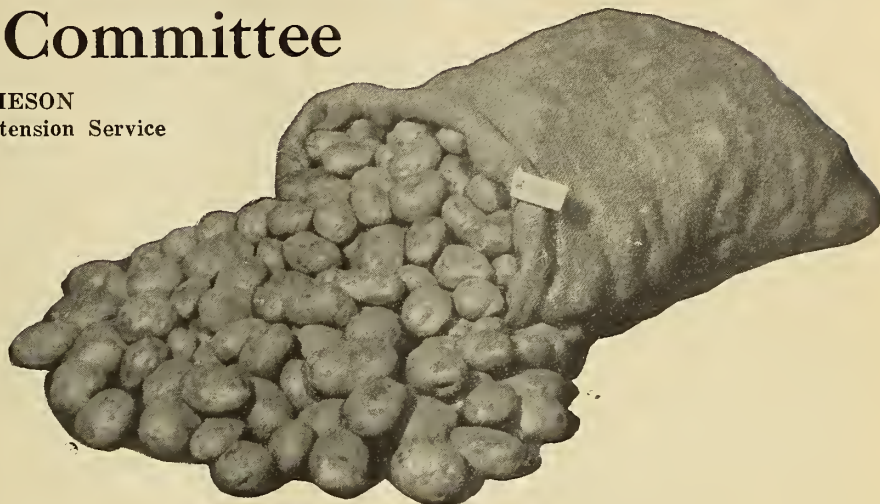
services and the United States Department of Agriculture cooperated in the employment of an executive secretary of the committee in the person of A. E. Mercker, who maintained headquarters in the Bureau of Agricultural Economics.

The committee did not put on an acreage-reduction campaign, but obtained all facts in regard to the prospective carry-over of the old crop, intentions to plant, and outlook information, and put these in the hands of growers, bankers, and dealers through newspaper articles, mass meetings, personal letters, and personal contacts. Bankers gave the information to bankers, dealers to dealers, and growers to growers. This intensive campaign was kept up from early in November until the 1st of April, when the last potato had gone into the ground.

Cooperation Obtained

Cooperation was almost 100 per cent, since everyone connected with the early-potato industry had lost money the previous year. Bankers, small and large, carefully watched the applications for money for potato production, and where these applications seemed excessive they gently but firmly vetoed them. Dealers who had been in the habit of advancing large sums for the purchase of seed and fertilizer cut such loans from 30 to 50 per cent, and growers agreed to cut their plantings from 10 to 50 per cent.

The net result of the activities of all concerned was that potato acreage was cut at least 25 per cent all the way from South Carolina to Maryland. The price paid growers in 1929 averaged about \$3.75 per barrel, instead of \$1.25 per barrel which was received for their 1928



crop. The early-potato section as a whole had the most prosperous year since 1920. The growers in Maryland and the upper Virginia counties averaged more than \$4 per barrel for their entire crop.

The Second Year

Realizing that the second year was the real test, the members of the interstate committee began an intensive campaign of education with growers, dealers, and bankers early in the fall of 1929 and continued it until the 1930 crop was planted. The Bureau of Agricultural Economics got out its information on intentions to plant several weeks earlier than it had ever been issued before. This report, together with the 1929 prices, indicated that there would be a considerable increase in potato acreage throughout the entire early producing territory and that the increase would be particularly large in Maryland and Virginia. This information was put in the hands of everyone interested in early-potato production.

The results of the second year's work varied from section to section and from State to State. Where the growers, bankers, and dealers cooperated and held acreage within reasonable limits, satisfactory prices were obtained. Where such cooperation was lacking, everybody lost money on the 1930 crop, and the only thing that prevented a repetition of the low prices received in 1928 was the low yields due to a poor season. Lack of coordination in marketing activities between selling agencies also helped to lower the price in certain sections during the 1930 season.

Committee to Continue Work

The interstate early potato committee as originally set up was financed with the idea that the plan would be tried out for two years, and if not successful would be discontinued. With such varying results during the 1930 season, there was, therefore, considerable apprehension as to whether the work would be continued after 1930. However, when the committee was called together during August of this year, representatives were present from every State from Florida to Maryland, and these growers, dealers, and extension workers unanimously went on record asking that the committee be continued and that plans be made for financing the work of the committee for the next three years. This is conclusive evidence that those concerned believe that much good can be accomplished from this new type of outlook work.

The activities of the interstate committee to date have demonstrated pretty clearly the following things:

Home Management Defined

JUST what is home-management project work? This question, Miss Mary Rokahr, extension economist, home management, of the Federal Office of Cooperative Extension Work, reports is one that comes to her most frequently, since home management seems to be an all-embracing subject.

The home-management specialists and State leaders of the Western States who met in conference at Bozeman, Mont., have assisted in answering this question by clearly defining home management as follows:

The home-management projects include the consideration of the standard of living of the family; the use of time, money, energy, and other resources; the equipment and processes involved in household operations; and the development of appreciations, attitudes, and ideals of the family group.

This definition places home management in the field of home economics on the same plane that farm management holds in the field of agriculture, in that it includes certain elements involved in a number of projects. In home management it includes aspects of nutrition, clothing, house furnishing, and child development. The technical phases should, where possible, be handled as separate projects, but the maintaining of a balance between these various interests as they affect family decisions remains a home-management problem. Where adequate assistance is available in these other projects, the effort in the home-management project can be pro-

portionately limited to standards of living, the use of money, time, effort, and other resources, and the development of appreciations, attitudes, and ideals.

Objectives of Project

Extension workers are always interested in the objectives of any project work that they undertake. The Western States specialists and leaders state the objectives of the home-management program in four units of work.

1. The determination of family needs, on the one hand, and the resources available for family uses on the other, and the guidance of the thinking of family groups, to the end that the standards of living of the rural family may represent the best possible adjustments.

2. The improvement of the household plant.

3. The improvement of practices in housework, in purchasing, in child development, in the conduct of family life, and in the carrying out of all other household functions.

4. The correlation of household demands into workable time, money, and energy budgets.

The program of the Western States that will carry out these objectives is to emphasize cost-of-living studies, home accounts and budgets, kitchen improvement, installation of water and sewage-disposal systems, management of time and labor through standardization of processes, and furnishings and equipment.

Women Serve Canned Meal

Robbing their storehouses, which had been filled with canned foods in preparation for the hard winter that stretches ahead of them as a result of the devastating drought, a group of farm women, constituting the home-demonstration council of Claiborne Parish, La., served a local professional club with a canned dinner. Members of this organization declared that it was one of the most bountiful meals the club has enjoyed this year. Everything served had been taken from cans of home-grown products from Claiborne Parish farms. The meal consisted of vegetable soup, string beans, sweetpotatoes, pickles, beef roast, corn bread, home-canned peaches, and homemade cake. The council members have encouraged a parish-wide program of canning and have made it possible for the rural women to buy cans at wholesale prices.

1. That there is a safe acreage for each State beyond which it is not wise to plant in a normal year.

2. That those who advance credit for early-potato production have more influence on the acreage planted than do the growers themselves.

3. That with real cooperation between growers, bankers, and dealers, acreage can be controlled within reasonable limits to the financial advantage of all three groups.

4. That extremes of weather easily demoralize prices where there is lack of cooperation between marketing agencies.

Xenophon, who lived in Athens, Greece, about 2,280 years ago, said: "Agriculture is an art which will enrich those who diligently practice it, provided they understand it; but if they do not understand it, it matters not how hard they may labor at it, it leaves them in poverty."

Wise Buying of Food

The University of Maryland has launched a new course which is intended to help buyers of food to make their selections of products, and consequently enable them to spend their money more intelligently.

It is pointed out by those in charge that about ten and a half billion dollars is spent annually for food. While, within recent years, a great deal has been done by Government agencies, Federal, State, and local, along the line of establishing recognized standards and grades of food products, a need has been felt for more general knowledge on the part of those who do the buying regarding various points that should be considered in determining the relative quality of products offered for sale.

Purpose of Course

The primary purpose of this new course is not to train those who may become professional inspectors of food products, but rather to give practical information to buyers, whether they are buying on a small scale for home use or on a large scale for restaurants, hotels, chain or other retail stores.

Products studied include fruits, vegetables, canned goods, poultry products, grains and flours, dairy products, meats, and sea foods. The course is open to advanced undergraduates, graduates, and those outside who desire to attend.

A feature of the course is the demonstrations which have been given in connection with the several food products. Excellent illustrative material has been provided for each session of the class, and lectures and demonstrations are being given by persons who have had years of actual experience in the purchase of food products.

The course was arranged by the department of agricultural economics, in cooperation with the College of Home Economics, the Maryland State Department of Markets, and the United States Department of Agriculture. Dr. S. H. DeVault, head of the economics department, and S. B. Shaw, of the Maryland Extension Service, are in direct charge.

The ancients used butter as a skin ointment after it had been buried in the ground for a hundred years and had turned red with age, according to E. S. Guthrie, professor in dairy husbandry at the New York State College of Agriculture.



Roadside Markets Accredited

Roadside marketing has been placed on a reliable and profitable basis in Bergen County, N. J., by an accrediting system. The need for such a project became urgent when farmers' roadside markets developed into a profitable business and unscrupulous hucksters and producers opened up stands selling inferior and stale produce as high quality, fresh, home-grown produce. Without any means of knowing which were the reliable stands, the consumers' confidence in all roadside markets was being lost, and operators of stands were condemned as a group in newspaper editorials.

Sign Used at Stand

The plan established by W. Raymond Stone, Bergen County agricultural agent and chairman of the agricultural committee of the Bergen County Chamber of Commerce, provides that in order to have his roadside market accredited the farmer must apply to the local chamber of commerce for a sign which would identify his stand as an accredited roadside market, and must agree to (1) produce at least 50 per cent of all products offered for sale on his market, (2) purchase for resale only those products which are bought direct from a near-by farm, and (3) display only well-graded products of high quality. If the chamber of commerce considers that the farmer will conform to the standardization rules, for \$5 it rents him a sign, like the one illustrated here, stating that the roadside market is approved by the Bergen County Chamber of Commerce. All accredited stands are required to keep up to the prescribed standards at all times, and it is expressly understood

that violation of any of the rules governing market standardization will be sufficient cause for the compulsory removal of the sign. In fact, several applications for accrediting signs were turned down because it was thought that the applicants could not or would not conform to the standardization rules. In addition to this accrediting service, the chamber of commerce prepares printed matter that also aids the consumers in locating reliable sources of high-quality farm products.

Marketing under this plan began in 1929, and now 22 producers are selling under the "Approved roadside market" signs. At the close of the second season these farmers recognize that this plan of marketing, with its standardization feature, has solved their problem of how to dispose of farm products at a good profit. Furthermore, it has shown them how to overcome the unfair competition of the unscrupulous, who, unchecked, would destroy public confidence in farmers' roadside markets.

Federal Specialist In Agricultural Engineering

S. P. Lyle, formerly head of the division of agricultural engineering at the Georgia State College of Agriculture, University of Georgia, has been appointed extension specialist in the division of agricultural engineering of the Bureau of Public Roads. He will act under the joint direction of that division and the Office of Cooperative Extension Work as a liaison officer between the Department of Agriculture and the State extension forces in matters relating to extension work in agricultural engineering. This work, conducted during the last three years by L. A. Jones on a part-time basis and now to receive Mr. Lyle's entire time, is designed to facilitate cooperation among the extension agricultural engineers in the States and to place at their disposal the technical aid of the Department of Agriculture.

Mr. Lyle enters the service as senior agricultural engineer (extension specialist) after six years as State leader in the agricultural engineering extension service in Georgia. His experience covers 21 years in power farming, research, teaching, and extension work in agricultural engineering, and he is the author of a number of bulletins and articles. He holds the degree of B. S. in agricultural engineering from Kansas State Agricultural College and M. S. in agricultural engineering from Iowa State College.



Child care and training specialists meeting in the conference room of the Secretary of Agriculture

Child Care and Training Conference

THE rural child, rural parents, and rural communities as they affect constructive child development received concentrated attention during a 2-day conference in Washington, November 24 and 25, by extension specialists in child development and parent education.

Goals of the extension program in this field, content of programs, effective means of organizing, methods in teaching, teaching devices, correlation of this project with other subject-matter projects, cooperation with other agencies engaged in this field, and implications of the White House conference were considered.

Dr. C. B. Smith, Chief of the Office of Cooperative Extension Work, opened the conference and sounded the keynote of the meeting as a desire to determine what is the present situation regarding the child care and parent education in the extension program, what are the existing problems, and how the situation is to be met.

The group elected Edna E. Walls, of Illinois, to serve as chairman and Grace E. Frysinger, of the Federal Office of Cooperative Extension Work, to serve as secretary of the conference.

The conference was conducted on a discussion basis, each person having well-

defined responsibilities for presenting data and leading discussion or for summarizing the discussion of a major topic.

Recognition was voiced as to the effective training given to children in many rural homes. The father, as well as the mother, was considered throughout the conference. Constructive suggestions for the normal child formed the basis of all discussions.

Goals for the extension program in child development and parent education were first considered. The outstanding goals for the home were so outlined as to give to parents information that will develop a sense of confidence which will make possible the optimum development of the child and the parents, and to aid parents in creating a wholesome living environment for the child based upon affection and understanding.

The need of having the community recognize its responsibility to the child was emphasized. The group voiced its recognition of the need for effective co-ordination of all agencies functioning in this subject-matter field in any given area—local, State, and national.

Discussions of needs of the family from the viewpoint of the parents and from the viewpoint of the extension specialist developed the facts that recog-

nition by parents of problems in child development usually grow out of specific problems, such as matters of discipline, habit formation, character or religious training, recreation, sex education, and sharing in family finance.

Needs of Parents

The specialists indicated that additional needs of parents were to understand that the child's behavior is largely a product of his environment, to have a more objective attitude toward their children, and to learn more of the fundamental nature of the child and of the laws of learning.

Efficient organization for carrying on this project, content of the program, methods of teaching and correlation of this project with other home-economics projects, with other departments of the colleges, and with outside agencies were discussed.

At present major emphasis in this project is given to habit formation, means of developing self-reliance, and educational play, while family relationships and the influence of heredity also are presented. The need was recognized of having State 4-H club leaders and county club agents, as well as local leaders of 4-H club work, understand principles of child training.

Discussions Summarized

The final session of the conference was devoted to summarizing the discussions. The group was unanimous in its recognition of the need of further research in the field of child development and of especial need of such research in relation to rural conditions. They urged that a specialist in this field be employed in the Federal Office of Cooperative Extension Work. The specialists recorded their desire to extend the findings of the White House Conference on Child Health and Protection to rural people through the extension program.

Suggestions as to the outlook in the general field of child development and parent education were presented by Dr. Louise Stanley, Chief of the Bureau of Home Economics, and by Anna Richardson, child development specialist of the American Home Economics Association.

After a presentation of a summary of the group discussions by the conference secretary, Grace E. Frysinger, the meeting ended with a presentation by the director of extension, Dr. C. W. Warburton, as to the interest in this project by the United States Department of Agri-

culture and a statement of the outlook for the project in the extension program.

Representatives of 16 States attended the conference. Nine of these States employ full-time specialists as follows: Certie Reynolds, Georgia; Edna E. Walls, Illinois; Mrs. Alma H. Jones, Iowa; Mrs. Ruth D. Morley, Massachusetts; Mrs. Lydia Ann Lynde, Michigan; Mrs. Bell O. Fish, Minnesota; Edith D. Dixon, New Jersey; Dr. Margaret Wylie, New York; and E. Faith Strayer, Oklahoma, while Florence Imlay, Kentucky; Essie M. Heyle, Missouri; and Wanda Pryzluska, of Ohio, act as part-time specialists in this field in their respective States. Minnie Price, State home demonstration leader in Ohio, represented that State in the absence of Miss Pryzluska.

Others of the extension service who attended included Margaret McPheeters, foods specialist, Maryland; Julia O. Newton, State home demonstration leader, Minnesota; Mary E. Thomas, nutrition specialist, North Carolina; Norma M. Brumbaugh, State agent, home demonstration work, Oklahoma; Marjorie E. Luce, State home demonstration leader, Vermont; Mary Callopy, State home demonstration leader, Wyoming; and members of the Federal Office of Cooperative Extension Work.

Nevada to Emphasize Marketing

Stronger emphasis on the marketing of agricultural products, as a policy of the Nevada Agricultural Extension Service, has been announced by Cecil W. Creel, director of the service. Establishment of a department of agricultural economics and marketing manned by two agricultural economists, an increased amount of time spent on marketing work by district and county extension agents, and fuller coordination of extension work in Nevada with the Federal Farm Board are involved in the new arrangement.

Objectives

The objective of the new work will be to furnish adequate agricultural-economics service to the farmers of the State, and to cooperate with the Federal Farm Board in its program looking toward the nation-wide organization of cooperative marketing of all major commodities. Simultaneously with their marketing work, the new specialists will carry on a farm-management project to determine production costs of the various major agricultural commodities raised in Nevada.

Living-Room Improvement

KNOWING that the women of German township liked the home-furnishing work they had done several years before, a living-room project was started in 1928 in Montgomery County, Ohio, which is still in progress, says Eunice Teal, home demonstration agent of that county. "By the close of that year we had 65 demonstrators, 190 assistant demonstrators, 391 women reported as being reached by demonstrators and assistant demonstrators, and 514 on the mailing list to whom subject-matter articles were sent, making a total of 1,160 women reached directly or indirectly with this project." The total number of changes reported was 1,320.

In conducting the project, conferences were held first with the assistant State home demonstration leader and the home-furnishings specialist, at which a plan for the coming year was worked out. This plan was presented to the home-extension council and then to the women at the farm women's camp, who approved it.

Aid Given Individuals

The plan was to give much individual help. As a result, letters and news articles announced that any woman not satisfied with her living room could receive personal help with her problems by signing up as a demonstrator. If, on the other hand, she wishes to receive subject-matter articles which could be sent out every few weeks, she could sign up to receive the literature. Information was given through the newspapers and through an exhibit put on by the home demonstration agent at the county fair. It was thought best to have only five or six demonstrators in each township and a personal visit would be made to each home. In order to obtain the allotted number in each township it was necessary for the home agent to make many personal calls on women in the more backward communities.

Demonstration Requirements

Each demonstrator was asked to make at least one change and as many more as possible, but the change did not need to involve expense. She was also asked to attend and invite at least two other women to the two meetings to be held in her township. A score card was used in scoring each of the 65 living rooms visited, although the important part of each visit was the discussion of the room by the

specialist, which included her answers to the questions asked and her suggestions for changes. A visit was made by the specialist and home demonstration agent in October and another in November. The homes were of different types. Some of the husbands and young people were as much interested as the women.

Work Done

The two meetings in each of the 12 townships were well attended, there being an average of 15 present at all 24. At the first meeting the subject of room arrangement was discussed and demonstrations were given. At the second meeting suitable accessories, such as lamp shades and pillow tops were made by the women.

Changes Seen

In April and May a second visit was made to the 60 demonstrators who had completed their changes, which were most interesting to see, such as repapered walls, new curtains, furniture rearranged into interesting groups, an old chair unrecognizable in its new slip cover with a refinished antique table by it; and touches of color from the addition of a few magazines and books, a bowl of flowers, or pretty candles.

Interesting comments were made by the demonstrators. For instance, Mrs. Ward Marshall said that after she moved the flowers from in front of her choicest window and placed Mr. Marshall's comfortable chair there, he came in and sat down in it and said, "Isn't this fine! Isn't this fine!" He sits there now to read, has a good view down the road, and enjoys his new corner very much.

Mrs. W. F. Gorsuch removed a part of the wide frame from one of her pictures and now for the first time she says her friends really see the picture instead of the frame, for when they come in they remark, "Why, you have a new picture."

Achievement Day

At least 250 persons attended the achievement day which included visits to to five very interesting living rooms. Three of these were visited before noon and then a program was enjoyed at the church, where lunch was served to about 200 persons. Short talks were given by guests, the State home demonstration leader, home furnishings specialist, the hostesses, and some of the other demonstrators.

Extension Service Review

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JANUARY, 1931

Clear Thinking

Extension work in 1931 seems certain to be subject to unusual stress. In every county the agricultural situation is difficult. Low prices for wheat and cotton, crop failure in the drought area, and general economic depression are reflected on the farm in decreased purchasing power, impaired financial credit, and the threat of a lower standard of living. It is a resourceful extension agent who, under present conditions, successfully meets each day's emergencies, yet finds a way to keep the program of his county for permanent agricultural improvement moving steadily forward.

With county extension agents working under unusual stress and pressure, with little time afforded them for uninterrupted thought and planning, there is a greatly increased obligation on the part of the State extension division to think out the situation clearly and to organize in simple, direct, and easily applied form the facts the county extension agent and his people should have in organizing their program. It would seem more than ever the part of wisdom for each State extension service to review its many lines of endeavor, its long-time objectives, the economic situation and trends, and the emergencies in existence or likely to arise. With such a review as a basis, 9 or 10 clean-cut, easily understood objectives for the year could be formulated that would find a logical place in

every county program and on which agents, supervisors, and specialists all could concentrate. With these definite objectives in mind, the encouragement or expansion of activities not contributing vitally to them could be avoided. Such a step at the present time would do much to clarify the situation for the county extension agent and would give him more certainty of action in the face of the host of conflicting demands now being made on his time and efforts. If the cooperative extension service is to meet the present complex and trying situation, clear thinking and concerted action must prevail.

Thrift

The picture presented by State chairmen at the second National Drought Relief Conference in November was not a happy one. Disastrous crop failure over a wide area, reduced credit, actual lack of food supplies, and the undernourishment of children are not pleasant things to contemplate. One of the few bright spots in the picture was the stout resistance put up against distress and demoralization due to drought conditions by that old-fashioned and half-forgotten virtue of thrift.

The drought has been most sustained in parts of Maryland, Pennsylvania, and Virginia, and particularly in the sections of these States occupied by the Pennsylvania Dutch, who for generations have been the embodiment of frugality, thrift, and competence. These thrifty Dutch communities were reported to the conference to be in a better position to meet the difficulties of the coming winter, both from the standpoint of finances and actual food and feed supplies, than families in many sections where the drought has been less severe. Money in the bank to draw on in time of need, a reserve of meat, canned fruits, and vegetables against a lean year—these are what make the situation of the Pennsylvania Dutch enviable in the present crisis.

Extension workers in many States have emphasized the live-at-home idea. In fact, in those sections of the drought area where there has been concentrated effort to produce on the farm as much of the family food supply as possible the drought has affected the morale and the condition of farm families the least. It may be that along with its efforts to make the producer more highly efficient and to improve methods of distribution and marketing, extension can well afford

to place some emphasis on the two old precepts of living well within one's income and putting aside something for a rainy day. It is possible that the idea of thrift could be encouraged to a point where there would be reserves in every county sufficient to tide over any period of agricultural distress like the present.

Questionnaires

Undoubtedly the questionnaire has its use in extension work, but that use should be sparing. Extension prides itself on personality. The questionnaire is impersonality itself. Extension builds its success on human contacts. If anything will freeze human impulses, it is the receipt of a questionnaire. The two—extension and the questionnaire—are incompatible.

When a grave and sudden emergency arises, when certain facts must be had immediately, we are justified sometimes as extension workers in using the questionnaire. When no emergency has arisen, when only information of one sort or another is desired, there can be little justification for the questionnaire. Usually the county extension agent who has earned the respect and confidence of his people can turn to certain men and women in each community and be assured that he can depend on them to give him the information he needs. He may visit these cooperators in county extension activity in person. He may call them over the telephone. He may bring them together for an informal meeting. Whatever the method he uses, it is man to man, another human contact, strengthening by one more such contact the bond of sympathy and confidence between him and his people.

Obtaining the information through human contacts means more work, more thought, more planning. It is not a lazy man's way. Yet every contact, if tactfully made, means another person interested, a new viewpoint added, and greater sympathy and support for the extension program of the county.

An educator in another field, harassed from receiving questionnaires without number, recently formulated three questions that might well be considered by anyone who is tempted to send out a questionnaire. They are:

What are your qualifications for asking these questions?

What are your qualifications for analyzing the answers received?

What guaranty will you give that the information furnished will be put to any use?

What Is 4-H Club Work Accomplishing for Agriculture

CHARLES A. KEFFER

Director, Tennessee Extension Service

THIS discussion, while confined to Tennessee experiences, will find application in every part of the United States.

Tennessee has over 38,000 farm boys and girls enrolled in 4-H clubs for the year 1930, a gain of 7,000 over 1929, which was itself a record year in membership. Enrolled in crop and livestock clubs are 22,245 working with 15 different crops and classes of livestock. More than 16,000 girls are working in projects of especial interest to them—gardens, canning, poultry, cooking, house-keeping, and sewing. Club work is being conducted in 82 of the 95 counties in Tennessee, and the county farm and home agents have the assistance of over 1,000 volunteer leaders. What are club boys and girls doing? A few examples are given.

It is not claimed that the projects noted represent results that may be looked for under average or even exceptional farm practices. The club boy's father is usually glad to let him have the best land for his crop project and first consideration in the care of his animal project. But may it not fairly be claimed that these outstanding results have a unique value in calling the attention of farmers to the value of best methods? Will not these experiences better enable these boys and girls to adapt these practices, to some extent, to larger acreage or numbers of livestock when they come to operate a farm on their own responsibility?

Experiences of Boys

In 1929 Ted Martin produced 3 bales of cotton on a measured acre in McNairy County, Tenn., at a cost of \$82.15, with a profit of \$179.45. He used 200 pounds of Chilean nitrate and 400 pounds of super-phosphate, half at planting time and half as a side dressing just after chopping. We present herewith a picture of Ted and his bales.

Malloy Patterson, of Cheatham County, Tenn., a member of the New Hope Club, received \$240.80 for the tobacco he grew on a half acre.

Harry Wheat, of the Decaturville Club, made 98 bushels of corn, this being

the best yield that has ever been reported in Decatur County. He made \$1.59 per hour for all the time he worked, valuing the crop at \$1 per bushel.

Tennessee farmers, in common with those of other Southern States, need to add more livestock to their cash crops without reducing the returns from cotton, tobacco, and other crops. What is club work doing to better this condition?

Bankers Interested

Last week I attended a conference of bankers interested in agricultural developments. They wanted to see some 4-H club work. The county agent of Gibson County took us to the town of Milan, where the two banks had lent the money to the 4-H club with which to buy pure-bred Jersey calves, and 14 boys and girls had their calves ready for inspection. To the extension workers present the enthusiasm and interest of the visitors were most encouraging.

A group of Knox County club boys have been feeding pigs for the last several years, 610 pigs having been fed, exhibited, and sold. Local packing plants provided prizes, and 12 contests were held. The boys followed the advice of the agents and kept records of their work. The average feeding period was 112 days; the total weight gained, 108,580 pounds; and the total profit, \$6,514.80.

At the fifth annual fat-stock show 500 head of cattle from 25 counties were exhibited, 4-H club members entering 235 head. The grand champion club calf, fed and shown by Miss Hattyleen Bonner, of Warren County, sold for 25 cents per pound.

The Blue Springs Girls' 4-H Club, of Bradley County, was awarded the first prize of \$100 for the best exhibit of canned products from a Southern State



Ted Martin and his cotton

in a national contest sponsored by the Hazel-Atlas Glass Co.

A Shelby County club girl, Miss Dorris Strong, was awarded a \$100 scholarship in the home economics department of the University of Tennessee for making the best record in poultry work in 1929. Her year's work, which was her fourth in poultry club work, netted her \$372.31.

These are but examples; every club boy and girl is doing similar work. There is an element of competition in our 4-H club work. Boys and girls like contests all the way from the marble age through basket ball, baseball, and football. It is a fine thing to win. Indeed, I sometimes think we have made prize winning too large a factor in our club work. But when the competition inspires good work, when the contestants are taught to be good losers—good sports—as well as to be good winners, the contest is well worth while.

The father and mother of every club boy and girl are being taught better practices by the boy and girl, consciously and unconsciously, and every parent takes pride in the good work of the child.

Influence of Club Work

But the best that club work is doing is its effect on rural sociology. Club work is making rural life more attractive, not only because it teaches more profitable ways of doing things but because it makes for better citizenship. Club boys and girls are being made farm-minded. Their interest in rural life is increasing; they are looking at farming as a business worthy of the best effort of the best

minds. They are losing the intense individualism of their parents and are thinking in terms of organized effort.

Nothing that the agricultural extension service is doing has a potential value at all comparable to 4-H club work; for the successful club members, already recognized by his boy or girl associates, accustomed to working and playing with the other members of their club are developing qualities of leadership that will find full expression in the community life of the neighborhood in which they make their homes a few years later on.

"Read-the-Label" Radio Talks

Radio talks are making an important and effective contribution to support a program of the "read-the-label" campaign of the Food and Drug Administration, United States Department of Agriculture, according to Solon R. Barber, in charge of the information service of the administration. These "read-the-label" talks, which are presented by W. R. M. Wharton and W. W. Vincent, are being given to acquaint the consumers with the pure food laws and the real contents of packaged and canned foods and drugs.

Women Study Labels

Since the Food and Drug Administration started its radio "read-the-label" campaign it has received thousands of letters commenting upon the talks and asking for more information on how to buy foods and drugs more wisely and economically. Women's clubs seem to have taken up the study of labels in a body, and some housewives have invited their friends in to hear the talks at radio parties. Educational institutions, realizing that the home maker should have a knowledge of the food laws, have written for copies of the talks for use in domestic-science classes. Manufacturers have commended the service and expressed their belief that information acquired by the consumer will increase the sale of quality foods and drugs.

Stations Broadcasting

These talks are broadcast by the Food and Drug Administration over a chain of National Broadcasting Co. radio stations through the cooperation of the Department of Agriculture Radio Service. The stations now broadcasting Mr.

Boys Make Profit on Tomatoes

THIS last year a most successful boys' 4-H tomato club was conducted in Copiah County, Miss., by F. J. Hurst, district club agent, and G. L. Hales, county agricultural agent. The stated goal was to enroll in the tomato club a group of boys from 15 designated communities, each of whom would grow 1 acre of tomatoes under the direction of the county agent and local club leaders. This project was arranged in an effort to teach farm boys, through actual field demonstrations, the best methods of tomato production, and then, through these demonstrations, to lead the adult farmers to adopt improved methods.

The county advisory committee, composed of four local educators and the county agent, formulated plans for enrolling the members and organizing the clubs; passed on applications for membership; selected local club leaders; determined the requirements for club membership; prepared subject-matter instruction for club members and club leaders; arranged for financial aid, if necessary, in the purchase of seed, fertilizer, spray material, and crates; completely handled the prizes; and prepared and published the report of results, based on the reports of the individual club members.

Local Club Leaders Cooperated

The local club leaders cooperated in holding enrollment meetings, aided in presenting the plan, secured applications and made recommendations for membership, aided members in the selection and measurement of their club acres, supplied them with copies of all club literature, saw that they understood instructions and kept accurate records, aided in preparing programs for and attended club meetings, visited members' demonstrations, supervised the harvesting, and signed and turned in the completed record book of each member.

The club members competing grew 1 acre in tomatoes and kept accurate records. They were scored on the following basis: Largest yield of marketable tomatoes, 30 per cent; greatest profit, 30 per cent; record book and story, 30 per cent; and attendance at meetings, 10 per cent. There were three cash prizes for each of the 15 communities and four cash prizes for the county at large. Some of the leading business men in the county contributed \$1,000 in cash for prizes. Mr. Hurst reports that these business men will provide \$1,000 a year for the next four years in order to foster this educational work as a part of the long-time plan of farm-development work in Copiah County.

Results

Tangible results of the first year's work, according to the records of 26 boys, showed an average yield of 601.5 crates per acre, whereas 254 crates per acre had been the average State yield for the last four years. The club boys sold their crates of tomatoes for an average price of \$0.446 and received a gross return of \$268.29 per acre, at an average cost of \$148.12, thus giving them an average profit of \$120.17 for their work.

Mr. Hurst reports also that a similar project was carried out in Hinds County, Miss., by J. R. Williams, county agricultural agent. While the boys in this county cultivated one-quarter of an acre each instead of 1 acre, the average results for the 19 boys making complete reports show that the yields averaged 628 crates of marketable tomatoes per acre. These were grown and marketed at an average cost of \$186.12 per acre and sold for \$346.68, leaving the club boys an average profit of \$160.56 per acre. The larger average profit in Hinds County is accounted for partially by the fact that the tomatoes were sold at an exhibit contest, where they brought about one-third more than the regular market price.

Wharton's talks on Mondays at 10 a. m., eastern standard time, include: WSB, Atlanta, Ga.; WAPI, Birmingham, Ala.; WBZA, Boston, Mass.; WLW, Cincinnati, Ohio; WFLA, Clearwater, Fla.; WJAX, Jacksonville, Fla.; WREN, Kansas City, Mo.; KFAB, Lincoln, Nebr.; WHAS, Louisville, Ky.; WIOD, Miami, Fla.; WJZ, New York, N. Y.; KDKA, Pittsburgh, Pa.; WRVA, Rich-

mond, Va.; WHAM, Rochester, N. Y.; KWK, St. Louis, Mo.; WSUN, St. Petersburg, Fla.; WBZ, Springfield, Mass.; WEBB, Superior, Wis.; and WRC, Washington, D. C. The stations now broadcasting Mr. Vincent's talks on Thursdays at 9.45 a. m., Pacific standard time, include: KECA, Los Angeles, Calif.; KGO, Oakland, Calif.; and KHQ, Spokane, Wash.

Kansas Women Write Extension News

"We have conducted recently a county-wide writing contest among the various women's clubs of Montgomery County, Kans.," says Vernetta Fairbairn, home demonstration agent. "This contest was authorized by the county advisory committee last August. We felt that such a contest would obtain wider public attention for home demonstration work and at the same time develop the club reporters and stimulate interest among the members."

Previous to the contest, it was the custom for the home demonstration agent to report all club meetings to the local paper, which resulted in a sameness in the reports of club meetings and a lack of interest on the part of the newspaper men to print them, for it was just another club meeting, and there would be two or three more just like it to-morrow.

For this reason the contest was launched. The instructions included an example of a well-written first paragraph of a project report for a woman's club. This paragraph contained all the five "W's"—who, what, when, where, and why, and the one "H," how, with the emphasis on what and who as follows:

Members of the Valley Women's Club learned many new ways of preparing, cooking, and serving common vegetables and fruits at their monthly meeting held Thursday afternoon at the homes of Mrs. William A. Brown, Mrs. Henry Smith, and Mrs. Fred Jones. The two leaders of the club had attended the meeting in which Miss Florence Doe of the State agricultural extension service showed them how to prepare these dishes from the most common vegetables. The lunch at noon was entirely of the dishes prepared during the forenoon in Mrs. Brown's kitchen. At no time of the year are meals harder to plan and get than during this season when the last year's inadequate supply of stored and canned vegetables and fruits is almost gone, all the women said. The new ways of serving the few things that are left will take the sameness from them and the family will not tire of having them often.

Club Reporter's Notebook

Each club reporter kept a notebook of her own stories. If the paper failed to print what she sent in, a personal call was made to the newspaper office to see what was the matter. The reporter then learned that there were farm women waiting to read these reports and write-ups. Some of the women were not content to report just club meetings, but also

wrote of individual achievements through the extension work. Three of these write-ups appeared in farm magazines. The number of news items almost doubled during the contest, their news value increased, and they were given to the papers more promptly. Another result is that the club women are reading reports from their own clubs and those from other clubs. The news-writing contest was so successful last year that the county advisory committee voted to repeat it this year, and to send the winning reporter to the farm and home week at Manhattan.

Home Expenses Cut

Afton Township Homemakers' Club, in Ward County, N. Dak., has found a unique way of cutting household expenses. By pooling their winter requirements of canned vegetables and purchasing from local grocers in wholesale lots, they not only saved money but added variety to their family diets. Samples of food to be purchased were first obtained and carefully examined. The order was then placed with the merchant whose goods and prices were most satisfactory. Forty cases of spinach, tomatoes, peas, and corn were bought.

Minnesota Uses Outlook Information

Outlook information has been used extensively by commodity specialists in Minnesota since 1922, according to William L. Cavert, extension economist in Minnesota. These commodity specialists receive their outlook information principally from State and national outlook reports, extension conferences, and personal discussions with the economic specialists.

The dairy and livestock workers have found outlook information especially useful in their projects. Generally they give outlook material as a preface to their regular meetings, but in some cases the programs are presented jointly by the commodity and economic specialists. Charts showing cyclical and seasonal trends in prices have proved to be effective in conveying to the farmers the probable future situations. Because of the outlook information given at extension livestock meetings last fall, a number of Minnesota farmers, Mr. Cavert reports, were influenced to carry their breeding herds through the low-market period when otherwise they would have sold them.

A New Jersey Marketing Institute

A 4-DAY marketing institute was held at the New Jersey State College of Agriculture and Experiment Station, October 28-31, to consider the possibilities of establishing an extension marketing program, reports Roger DeBaun, extension editor in New Jersey. After general talks on marketing, the program was divided into four periods, each of which was devoted entirely to one of the following major commodity groups: Fruits and vegetables, poultry and eggs, milk, and purchasing and selling farm supplies. This arrangement enabled any farmer to participate fully in those parts of the program in which he was particularly interested without attending the entire institute. It also tended to increase the interest and attention of those present by preventing the overlapping of several programs in which some might be interested.

Subjects Discussed

Among the 42 men who addressed the institute were agricultural agents, commission merchants, producers, managers

of cooperative organizations, and economists from the State and United States Departments of Agriculture, experiment stations, and agricultural colleges. The scope of the institute may be indicated by the titles of some of the talks given; these included the Federal Farm Board—its Policy and Progress; Roadside Markets; Farmer and City Markets; Auction Markets and Consignment Selling Experiences; Edible Quality of Peaches in Relation to Demand; Hatcheries as an Egg Market; How to Manage a Successful Farmers' Cooperative Buying Association; and Service Costs of the Retail Feed Store.

Mr. DeBaun reports that frequently the views of the economists and producers conflicted, and resulted in rather thorough discussions of the controversial issues. These discussions helped each group to appreciate the problems and point of view of the other group. The facts gathered from the institute will be disseminated through the county extension agents and news stories.

Club Members Enjoy Life at Camp Wilkins



Two reasons why club members enjoy life at Camp Wilkins. Here they combine instruction in such farm and home pursuits as terracing, judging, and sewing, with recreational activities like swimming and life saving

LAST summer the sixth annual Camp Wilkins was held at Athens for the women and 4-H club members who were selected as outstanding representatives of their community clubs in Georgia, reports G. V. Cunningham, State boys' club agent. In the first six weeks of summer the women and club girls held their camp, and in the last six weeks the club boys held theirs. To accommodate as many different people as possible, a new group attended each week.

Ideal Location

Camp Wilkins is proud of its fine location and permanent building on the campus of the Georgia State College of Agriculture. The camp building is on the top of a hill which overlooks the surrounding country. At the foot of this hill is a spring in a grove of trees, where camp fires and picnics are enjoyed. On the other side of the hill is a lake, which conveniently permits boating and swimming as a regular part of the program. A feature of the daily hour devoted to swimming is the 5-minute lesson in life-saving. Mr. Cunningham reports that the boys showed more interest in this than in any other feature of their recreation. This work is particularly valuable, as many country boys who come to the camp do not know how to swim.

Included in the educational program at this camp were classes and demonstrations in judging livestock and poul-

try, culling poultry, terracing, nutrition, clothing, and etiquette. Advantage was taken of the opportunity to use the facilities of the various departments of the colleges, such as laboratories and farming experiments, where the club members could see what science is doing for agriculture.

Instruction Given

The educational program at Camp Wilkins included work in poultry, livestock, judging, terracing, gardening, nutrition, clothing, and etiquette, and to a large extent used the facilities offered by the various departments of the college, such as the laboratories, classrooms, and farming experiments and demonstrations. Those who had been at the camp before were given the privilege of selecting one of several courses of instruction and spending their entire week on that course. This arrangement made it possible for those who had taken the general program to specialize in some one line in which they were particularly interested. Certificates in poultry culling and terracing work were given to all boys who made an average of 85 or over. Such a plan has many practical advantages. For instance, one boy reports that as a result of the terracing instruction given to him at the camp, he now has enough work lined up to keep him busy terracing land during all of his spare time from school.

Administration of Camps

This year those managing the camp were 4-H club boys and girls who previously had attended the camp as delegates from their home communities and are now working their way through college. The administration of the boys' camp was simplified by selecting a group of club boys to help with each meal, either as servers or dishwashers, and by delegating to boy leaders much of the responsibility of running the camp, especially the discipline. Each day these leaders held a meeting to arrange for the daily general assembly and the weekly closing program. A chairman of the leader group was selected who, among other things, introduced the 4-H club musicians who performed over the radio each Friday during a special program from the camp.

Each evening after supper and vesper services, boxing and pillow fights were held until dark, and then the campers went to the movies. The last night at camp the afternoon radio program was repeated for the group, along with the display of other talent which may have shown up during the week. Thursday of each week during the camp was set aside as "recreation day," when the county agents were privileged to take their groups to Stone Mountain or other places of interest. For those who remained at camp the regular schedule was followed.

Projects Based on Cost Analysis

Enterprise cost-analysis studies have made a substantial contribution to the economic and practical aspects of farm-management projects, according to Harold E. Wahlberg, county agricultural agent of Orange County, Calif. They provide new angles to subject matter for projects that were getting old and shop-worn in the county extension program.

Such is the experience in Orange County, where at first it was difficult to create interest in cost analysis on the part of the grower and even the extension agent. Five years of record keeping and cost analysis have now clearly proved to both farmer and agent the value and merit of this work. At present seven enterprise cost studies are under way in Orange County with the cooperation of 149 growers. The crops being studied include oranges, lemons, walnuts, avocados, lima beans, poultry, and honey.

The extension service and the co-operators are finding that summaries and analyses of cost records become more valuable as they accumulate from year to year. The long-period studies furnish trends and averages that are helpful in analyzing the causes and effects of many cultural operations as they are reflected in the producers' cost reports.

The practical and business-headed farmer will stop, look, and listen when he is confronted with cost data covering a fair cross section of the industry in which his enterprise is represented, particularly where he has comparative figures of his own to match with the average of other individual enterprises.

Studies of Orange Orchards

We have been able to show by means of these studies where production and quality, and in turn income per acre, have been materially affected by certain definite excesses or deficiencies in field operations. For example, the orange cost studies for the past four years show definitely that excessive water usage, reflected in high irrigation costs, tends to reduce yields and to depreciate quality of fruit. The extension service had previously made numerous field observations and investigations which pointed in that direction, but it was not until the cost analysis covering 60 representative orchards over a period of four years was available that the truth was driven home. Excessive cultivation in citrus orchards, revealed in heavy cultivation costs, has tended to reduce yields and income. It has been difficult to change the

usual practice of heavy cultivation in our citrus orchards. The cost analysis has done more than all the previous campaigns to convince the grower of the advantages of conservative cultivation.

The pocketbook complex, which accentuates the attitude of the farmer to-day toward economic production, finds a tangible and substantial basis in these cost studies. They have the business and economic appeal that is so necessary in present-day agricultural production. They furnish a new light and an up-to-date complexion for many of the projects that the agricultural extension agent is carrying in his campaign to improve farm income and make the rural home a better place in which to live.

Calendar

Southern States Extension Conference, Atlanta, Ga., February 2 and 3.

Association of Southern Agricultural Workers, Atlanta, Ga., February 4-6.

Eastern States Extension Conference, New Brunswick, N. J., February 24-26.

Central States Extension Conference, Lincoln, Nebr., May 11-14.

Western States Extension Conference, Logan, Utah, about August 15.

Better Hives for Bees

Bees kept in modern hives will produce about four times as much honey of superior quality as bees kept in gums or in box hives, according to C. L. Sams, North Carolina extension apiarist. To demonstrate this to local farmers, Mr. Sams arranged for 13 beekeepers to transfer 5 colonies to modern hives and leave 5 colonies in the old gums as a check. This demonstration was not fully completed, because the farmers promptly transferred all of their remaining 196 colonies to modern hives when they saw the rapid gains made by the better-housed bees.

Some North Carolina beekeepers winter their bees in the warm eastern part of the State and, as soon as the spring crop is harvested, move the hives to the cooler mountain sections in time for the summer sourwood and basswood flows. At the end of summer the bees are returned to the warm sections for wintering. This migratory apiculture permits the beekeepers to take advantage of two full crops each year.

4-H Club Boys Increase Income

4-H club members in Chenango and Otsego Counties, N. Y., have larger money incomes than boys who have never had contact with junior extension, according to a study made last summer by Howard W. Beers, of the department of rural social organization of the New York State College of Agriculture. Figures for 304 boys of club age show that those with 4-H club experience not only have more income, but they get it in different ways. The common types of boy income are spending money received irregularly from parents, wages received from parents or from employers, receipts from the boy's own property, and allowances. Among the boys with 4-H experience there is relatively less income received as spending money or wages and more as receipts from property such as milk or livestock.

Another effect of club work is an increase in the amount of property owned in the boys' own names. This increase in amount of property indicates the extent to which club work is making young business men out of the boys. A similar effect is the increased amount of money saved by 4-H boys.

The length of time that boys had belonged to 4-H clubs seemed to govern the influence of these clubs. The tendency for 4-H club work to increase money income is much more pronounced after the boys have been club members for five years or more. Similarly, the average value of property and savings combined increases steadily with the number of years of membership.

In discovering these differences of club work in parts of Chenango and Otsego Counties the college used figures for all boys of club age that lived at home on their fathers' farms and worked less than half of their time away from home. About one-third of the boys were 4-H club members, one-third were former members, and one-third had never belonged, so the results of the club work could be readily isolated.

Rabbit Recipes is the title of an 8-page leaflet which has been issued recently by the United States Bureau of Home Economics. This leaflet gives information about domestic rabbits and contains recipes, such as rabbit chop suey, rabbit en casserole, rabbit salad, and rabbit à la king. While the supply lasts, free copies may be obtained from the Office of Co-operative Extension Work, United States Department of Agriculture, by requesting Department Leaflet No. 66, Rabbit Recipes.

A Winter Curb Market in Florida



Here is a curb market that is not open during the summer months. It is in its second year at Holly Hill, Volusia County, Fla. The women of the community found a ready and profitable sale for fresh vegetables and flowers at this market, says Orpha Cole, Volusia County home demonstration agent. Miss Cole has cooperated with the women by giving demonstrations on the preparation of foods to be sold at the market and has assisted in the location of sources of planting stock for vegetables and flowers.

Farm Outlook for South Determined

THE existing economic situation in the South and the probable outlook facing the farmers in 1931 were discussed at a regional outlook conference held at Atlanta, Ga., November 10-14. Representatives of the extension services and agricultural colleges of 11 Southern States, the Extension Service and the Bureau of Agricultural Economics of the United States Department of Agriculture, and the Federal Farm Board took part in the discussion.

An outlook report was issued which summarized the existing and prospective conditions with reference to the principal southern farm commodities. The outlook was released well in advance of 1931 production activities and has afforded the farmers of the South with a practical basis for the readjustment of their production plans to market conditions as a factor in improving their income. The report includes a summary of the facts concerning the long-time and present outlook for southern agriculture, the demand for southern products, credit conditions, and the market situa-

tion with respect to more than a dozen classes of crops and livestock.

After the outlook reports were completed the conference discussed the practical application of the economic information to local conditions. The report of a committee, of which Director D. P. Trent, of Oklahoma, was chairman, was considered and adopted. This report, which outlined an extension outlook program for the Southern States, recommended that a regional outlook meeting be held annually in the South. It urged that increased emphasis be placed upon effective methods of interpreting and disseminating economic information; that State outlook reports be prepared cooperatively by research and extension workers; that consideration be given to training extension workers in the preparation, analysis, and extension of economic information; that it is important for the various subject-matter specialists concerned and the economists to cooperate in the preparation of programs and plans in order that they may be backed by the appropriate economic data.

The increased use of news releases, monthly publications, circular letters, the radio, charts, graphs, and other visual media was recommended, but it was suggested that these methods be timed properly in relation to field activities and carried on only with a full understanding of the work being conducted in the various communities and counties. The value of providing county agents with brief, condensed, and practical economic statements at regular intervals throughout the year was pointed out.

The report also discussed the advisability of handling acreage-reduction movements on a systematic, year-round basis, rather than as periodic emergency campaigns, by keeping continually before the farmers the importance of low production costs, good yields, high quality of products, economy in utilization of labor and capital, and balance in the farm business.

Livestock Furnishes Market for Crops

With the emphasis placed on increasing the net income from livestock, furnishing a suitable market for field crops, and assisting in the maintenance of soil fertility, the beef-cattle work in Missouri was carried on by J. W. Burch, T. A. Ewing, and H. M. Garlock, specialists in animal husbandry.

Thirty cattle-feeding demonstrations were completed, 815 farmers adopting better practices in beef-cattle feeding. On one farm 22 yearling cattle were fed in a dry lot to furnish a market for the alfalfa hay produced on the farm and to provide manure for top dressing. On a ration of corn, oats, linseed meal, and alfalfa hay the cattle gained an average of 2.48 pounds each day for the 163-day feeding period. The average feed cost per steer was \$60, including \$13.20 for 1,760 pounds of alfalfa hay at \$15 a ton. These cattle returned a profit of \$23.13 each, exclusive of labor charges, the value of the manure, and credits from allowing hogs to clean up after the cattle.

Ten beef-herd demonstrations made an average profit of \$29.47 per calf, after deducting the cost of the grain for fattening the calves and the maintenance of the dams. Spring calves which were grain fattened netted an average of \$12 a head more than calves of similar quality and breeding which had not received grain.

Schedule State Extension Conferences, 1931

A number of State conferences of extension workers are to be held in 1931. Dates for these meetings have been announced as follows:

Arizona, Tucson, January 5-10.
California, Berkeley, January 5-10.
Colorado, Fort Collins, January 12-15.
Delaware, Newark, January 21-23.
Illinois, Urbana, January 12-16.
Maine, Orono, February 3-6 and July 7-10.
Maryland, College Park, January 19-23.
Montana, Bozeman, January 27-31.
Nevada, Reno, January 12-15.
New York, Ithaca, March 23-28.
Oregon, Corvallis, January 5-10.
Virginia, Blacksburg, January 6-10.
Washington, Pullman, January 5-9.
West Virginia, Morgantown, January 27-31.
Wyoming, Laramie, January 12-17.

State extension conferences for the present year have already been held in Georgia, Hawaii, Indiana, Iowa, Louisiana, Massachusetts, Michigan, Mississippi, Missouri, New Jersey, North Carolina, North Dakota, Ohio, Rhode Island, and South Dakota. District conferences are planned by Arkansas, and have already been held by Oklahoma and Texas.

Conference of Older Club Members

For the first time this year Connecticut divided its 4-H club week at the college into two sections. The first week was devoted to a program of agriculture, home making, and rural life for older boys and girls 16 to 24 years of age. The second week was devoted to boys and girls under 15 and was conducted in much the same manner as the usual 4-H short course.

This first older club conference group came to the college on Saturday and stayed until the following Friday morning. All were either club members or former club members. Some were young men or women who had passed out of club work as active members but were local leaders, while others were former club members employed in various vocations, who came back to this conference for the information and inspiration of the week. Assembly programs and evening camp fires were features of the week, the activities being made up en-

tirely of the excellent contributions of the members in attendance at the camp.

Two hours of the morning program were devoted to advanced instruction in agriculture and home making. A second hour was devoted to group conferences. This older members' conference was broken into smaller group conferences, which each day discussed home standards, farm standards, and personal standards. These group discussions were directed largely by the county club agents in the State, and the classes in agriculture and home making were taught by members of the college faculty and extension organization. Each day from 11 to 12 o'clock, a discussion lecture course was given on family relations by Robert G. Foster, field agent in club work, of the Office of Cooperative Extension Work. This course included also the

opportunity for individual conferences in the afternoon on personal and social problems of the young people.

Recreation

A varied recreational program was directed by Miss Willma Jeppson, of the R. C. A. Victor Co. (Inc.), and the latter part of the afternoon and early evening was devoted to such free activities as the members chose, including archery, swimming, and other sports.

There were 130 young men and women in attendance at this first conference, and the results this year seem to indicate the desirability of having the short course at the college divided on the basis followed, thus making it possible to provide an adequate program of an informational and social nature for both the older boys and girls and for the younger group the second week.

Older Farm Boy and Girl Clubs

THE older farm boy and girl problem is being met in Kentucky by a special club project under the supervision of Carl W. Jones, who is devoting his time to this work as a State specialist. The clubs are for young men and women from 18 to 24 years of age and are organized on a project basis similar to the 4-H clubs. However, the projects undertaken are on a more difficult and larger scale. Some typical projects are keeping complete farm accounts, including cost accounts, caring for an entire orchard, handling a poultry flock, farming 5 acres, and beautifying the farmstead.

Utopia was adopted as the name for the clubs, because it is hoped that club activities will make the rural communities become like Sir Thomas Moore's Utopia. It will be recalled that in his famous book Sir Thomas Moore describes an imaginary community with ideal social and economic conditions. In commenting on why the word "Utopia" was used, T. R. Bryant, assistant director, says:

There are many rural districts where, from the viewpoint of boys and girls, nothing ever happens. The year goes round, and there is scarcely a neighborhood picnic or even a Christmas tree at the schoolhouse or church. Nobody ever starts anything. In such communities boys and girls 12 to 15 years of age feel the dullness and resolve to escape when they are able to do so. At this age they are too young to escape, but when they become 18 or 20 years of age something happens, and it happens with greater certainty if they are alert

and capable. These alert and capable young people are exactly the ones who would do most for the countryside if they were interested enough in their work and associations to remain.

An organized group of young people 18 to 24 years of age is very likely to start something. At the regular meetings of the Utopia clubs these young people find social satisfaction. At the meetings open to the whole neighborhood, plans that have been conceived by the young people are explained and the cooperation of the adults is solicited. Here start the plans for various community enterprises, which vary all the way from a picnic to the building of a community house. The community is now starting to become a Utopia; at least it is becoming a pleasanter and a more interesting place in which to live.

Influence on Community

Although the Utopia clubs in Kentucky are rather young, Mr. Bryant reports that their influence is being manifested in the community life. The activities of these clubs foster plays, pageants, games, picnics, and contests. Many of the clubs are working to give their communities community houses, and one club has already bought an old church and equipped it as a community house.

To meet youths' desire for clubism and ceremony, a crescent-shaped pin has been adopted and a simple but impressive pageantry or ritual has been worked out for these clubs. The ritual is based largely on the political order and nomenclature described in Moore's Utopia.

Keeping Home Accounts in Illinois

Home accounts are kept by 400 farm home makers in Illinois in cooperation with the State extension service, reports Mrs. Ruth C. Freeman, Illinois home accounts specialist. The plan for this study in Illinois requires that each county carrying the project shall have a minimum enrollment of 15 women who will keep home accounts for a least one year and then send their records to the university for summarization, and that the extension specialist shall visit each county carrying this project four times during the year. Three visits are made to group meetings, and one individual conference is had with each account keeper.

Group Meetings

The first group meeting is for the purpose of discussing the need and importance of a complete knowledge of the family income and expenditures, thus assisting the women in starting their accounts. About a month later the second meeting is held, when the records are checked and questions which have arisen during the first month of account keeping are answered. Mrs. Freeman believes that this is always the most interesting meeting, because most of the questions asked are of mutual interest and reveal many of the money problems in the homes.

The third group meeting is held at the end of the year, when the records are closed, preparatory to sending them to the university, and the next year's budget is planned. The women base their budgets largely on the past year's record and try to provide for the adjustments necessary to secure more satisfactory spending for the family.

Conferences with Individuals

When the year is about half over the specialist holds an individual conference with each account keeper in her own home. In these individual conferences personal problems that are not brought out in the group meetings are discussed. The specialist also helps the cooperators to clear up any problems which might complicate the account keeping. At this time a survey is made of the factors which affect the plane of living on the farm. This survey supplements the home-accounts records by giving a more complete picture of the standard of living maintained by the family.

Mrs. Freeman points out also that an increased appreciation of farm living comes to the women who are keeping home accounts for the first time. A sum-

mary of 70 farm home accounts for last year shows that a similar plane of living in a small town would have cost an average of about \$2,500 a year. In addition to giving them a definite idea of their own expenditures, the account-keeping project acquaints the home makers with the collective experiences of other cooperators. These collective experiences serve as a standard by which the individual woman can gage her own expenditures.

The records showed that food raised and consumed on the farms of those keeping accounts last year was worth slightly more than all the other food used on these farms.

Survey of New Hampshire Cooperatives

A special survey of all cooperative associations in New Hampshire during 1929 has been made by E. H. Rinear, assistant agricultural economist at the University of New Hampshire. The purpose of the survey is to provide basic information for the establishment of sound regional marketing and purchasing cooperatives, as the Federal Farm Board can not help individual cooperatives except through regional organizations. As an indication that the trend in New England at the present time is toward regional cooperatives, Mr. Rinear points out that already a preliminary meeting has been held for the development of a large dairy cooperative for the six New England States, and that plans are being considered for the development of potato and apple cooperatives for the same States. The Federal Farm Board is assisting in this work.

Report Made

A preliminary report of the survey was made to the Federal Farm Board in November. This report indicated that in New Hampshire there were 11 buying organizations, which purchased \$4,000,000 in grain, fertilizer, and groceries, and 6 marketing cooperatives, which sold \$802,815 worth of milk, butter, cream, cheese, dairy cows, poultry products, and apples. The sale of apples alone through cooperative channels was listed at approximately \$51,000, and one shipping association exported virtually \$22,000 worth of dairy cows. In addition to these organizations, definite cooperative handling of milk and cream amounted to \$720,000, and members of bargaining associations sold milk estimated at over \$5,000,000.

A Farmers' Forum Dinner Club

The first "farmers' club" in Louisiana was organized last summer in East Carroll Parish (counties are called parishes in Louisiana) by County Agent C. A. Rose. This club, called "The Planters Club," has about 45 members, who represent over 60 per cent of the cultivated acreage of the parish. The activities of this club, which are parish-wide, are directed toward business, educational, and social objectives.

Once a month an evening meeting and dinner are held in the community club building of the parish seat. After dinner the planters discuss their mutual problems and then listen to a lecture on a timely farm topic by some representative of the college of agriculture. For the first meeting of the club, Dr. C. T. Dowell, dean of the Louisiana State College of Agriculture, addressed the farmers, and for the second meeting, C. W. Davis, district agent for northeast Louisiana, discussed Winter Legumes for East Carroll Parish.

Business Transacted

At the first two meetings the planters, among other things, adopted a code of ethics with reference to employing labor from other plantations, agreed on a standard price for picking and ginning cotton, and attended to some of the business of the parish drought committee.

Mr. Davis reports that the planters of his parish are showing as much interest in this intelligent discussion of their problems as the members of similar organizations of business men in that locality are showing in discussions of their problems.

4-H Clubs Give Food for Unemployed

New York 4-H club members are fulfilling the heart "H" of the club pledge this year by setting aside a part of their harvest and turning it over to town and city welfare agencies to be used for children of the unemployed. Although the drought reduced to some extent the yield from club members' projects, there is a little to be spared from almost every farm when there is a real need in the towns and cities. The slogan is, "A real service to our community and our country."

How Farmers Are Building Their Own Marketing Machinery

NEW BULLETIN of the Federal Farm Board describes in detail how more than a million farmers in the United States producing over 40 different farm commodities are laying the foundation for successful noncompetitive marketing agencies under the provisions of the Agricultural Marketing Act.

"Farmers are gradually controlling," says the Bulletin, "a greater volume of their products as they move through marketing channels to the processor or ultimate consumer. By collective action, growers are extending their marketing system, strengthening their position in bargaining on central markets, developing a credit system that will make them more independent, and improving their chances of adjusting production to prevent troublesome surpluses."

THE BULLETIN discusses the organization set-ups of the various national sales organizations and the advisory committees, tells how the local, State, terminal, and regional associations are affiliated with the national sales agencies, outlines the chief functions and activities of each, and explains how the entire marketing machinery thus created operates.

COPIES OF THE PUBLICATION MAY BE PROCURED BY WRITING TO FRANK RIDGWAY, DIRECTOR OF INFORMATION, FEDERAL FARM BOARD, AND ASKING FOR—

FEDERAL FARM BOARD BULLETIN No. 3

"FARMERS BUILD THEIR MARKETING MACHINERY"



There is a great need that both rural and urban people should get more of a complete understanding of the educational, social, and economic significance of extension work in agriculture and home economics.

—A. C. TRUE.

